

Message Text

UNCLASSIFIED

PAGE 01 TAIPEI 02663 010719Z
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 COME-00 /021 W
-----122144 010724Z /17

R 010712Z MAY 78
FM AMEMBASSY TAIPEI
TO SECSTATE WASHDC 7265

UNCLAS TAIPEI 02663

E.O. 11652:N/A
TAGS: EIND, TW
SUBJECT: BIRELEY'S CONVINA, CALIFORNIA - TRADEMARK PROBLEM
- IN SALE OF ORANGE JUICE CONCENTRATE

REF: TAIPEI 2020

KENNETH W. BURRIE OF BIRELEY MADE QUICK STOPOVER IN
TAIPEI LAST WEEKEND AND DID NOT CALL ON EMBASSY AS
ORIGINALLY PLANNED. BIRELEY'S LOCAL REPRESENTATIVE
INFORMED US THAT REGARDLESS OF LEGAL BARRIER, US FIRM
HAS DECIDED TO BOTTLE ITS ORANGE JUICE THROUGH PRIVATE
ARRANGEMENT WITH TAIWANESE FRANCHISEE, HONEY FOOD CO.,
LTD., IN TAIWAN. HONEY FOOD HAS BEEN PREPARING FOR
NUMBER OF YEARS TO BOTTLE BIRELEY'S ORANGE JUICE AND
RECENTLY PURCHASED A US DOLS 10 MILLION OF BOTTLING
MACHINERY FROM U.S.. WE UNDERSTAND THAT BIRELEY AND
HONEY FOOD HAVE SIGNED AGREEMENT ON IMPORTING ORANGE
JUICE CONCENTRATE BASE FROM U.S. FOR PROCESSING AND
BOTTLING IN TAIWAN. THEY EXPECT TO SELL BIRELEY'S
BOTTLED ORANGE JUICE IN TAIWAN'S DOMESTIC MARKET BY JULY.
SULLIVAN

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: SALES, TRADEMARKS, CITRUS FRUITS
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Copy: SINGLE
Draft Date: 01 may 1978
Decaption Date: 01 jan 1960
Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Handling Restrictions: n/a
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Litigation History:
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Original Previous Classification: n/a
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